

Message Text

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UNCLAS STATE 312818 TOSEC 340107

E.O. 11652: N/A

TAGS: SOPN, OVIP (KISSINGER)

SUBJECT: PRESS MATERIAL

1. HERewith FULL TEXT HERBERT MITGANG ARTICLE NEW YORK
TIMES WEDNESDAY DECEMBER 29 HEADED "LITERARY AGENT RE-
TAINED."

2. TO ENHANCE THE VALUE OF HIS MEMOIRS IN THE AMERICAN
AND INTERNATIONAL MARKETPLACE, SECRETARY OF STATE KISSIN-
GER HAS RETAINED A POWERFUL LITERARY AGENT TO REPRESENT
HIM.

3. THE AGENT IS MARVIN JOSEPHSON, PRESIDENT OF INTERNA-
TIONAL CREATIVE MANAGEMENT, WHICH HAS FOUR OFFICES IN THE
UNITED STATES AND THREE IN EUROPE. MR. JOSEPHSON IS
CHAIRMAN OF THE I.C.M. PARENT COMPANY, MARVIN JOSEPHSON
ASSOCIATES, INC., STOCK IN WHICH IS TRADED OVER THE COUN-
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TER IN NEW YORK.

4. I.C.M.'S CLIENTS INCLUDE BARBRA STREISAND, STEVE MC-
QUEEN, ISAAC STERN, PETER BENCHLEY, ARTHUR MILLER, TEN-
NESSEE WILLIAMS, HARRY REASONER AND SIR LAURENCE OLIVIER.

5. SECRETARY KISSINGER, WHO IS IN ACAPULCO, MEXICO, WILL NOT MAKE ANY DECISION UNTIL AFTER HE LEAVES OFFICE JAN. 20

ON WHICH AMERICAN PUBLISHER WILL ACQUIRE HIS MEMOIRS, ACCORDING TO MR. JOSEPHSON AND A STATE DEPARTMENT SPOKESMAN. AT LEAST A DOZEN AMERICAN PUBLISHERS HAVE SUBMITTED OFFERS IN A DEPARTURE FROM COMMON PROCEDURE, MR. JOSEPHSON IS EXPECTED TO NEGOTIATE ALL FOREIGN PUBLISHING RIGHTS ON BEHALF OF MR. KISSINGER, COUNTRY BY COUNTRY.

6. FIGURES MENTIONED IN THE AMERICAN PUBLISHING MARKET-PLACE RANGE FROM \$2 MILLION TO \$3 MILLION, FOR THE MEMOIRS BECAUSE OF THE GREAT INTEREST IN MR. KISSINGER IN EUROPE, BOOK AND MAGAZINE SERIAL RIGHTS COULD ADD \$2 MILLION MORE. ONE FOREIGN PUBLISHER'S REPRESENTATIVE IN NEW YORK SAID THAT \$800,000 TO \$1 MILLION WOULD BE SOUGHT IN WEST GERMANY ALONE.

7. "WE'VE ALL GOT SOME RAZZLE-DAZZLE ATTACHED TO OUR OFFERS," SAID ONE MAJOR AMERICAN PUBLISHER. "IT ISN'T JUST THE TOP FIGURE THAT WILL TAKE THE PRIZE, BUT THE EXTRAS."

8. ACCORDING TO PUBLISHING INFORMANTS, THE "EXTRAS" BEING SOUGHT INCLUDE A LIFETIME CONSULTANCY AS AN EDITOR, MAGAZINE AND NEWSPAPER COLUMNS, TELEVISION ADVISORSHIPS OR APPEARANCES, UNLIMITED STAFF, CHAUFFEURED LIMOUSINES AND OTHER THINGS.

9. TWO WEEKS AGO SOME PUBLISHERS WERE INFORMED THAT THE FIRST BOOK MR. KISSINGER WANTED TO WRITE WOULD BE "CONVER-

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SATIONS WITH MAO." IN THE LAST FEW DAYS OTHER PUBLISHERS WERE GIVEN TO UNDERSTAND THAT THE BIDDING WOULD BE FOR ONE BIG BOOK, COVERING HIS TENURE AS WHITE HOUSE SECURITY ADVISER AND SECRETARY OF STATE.

10. THIS WORK WOULD BE 150,000 TO 200,000 WORDS, HAVE A LIST PRICE OF AROUND \$15 AND BE COMPLETED IN TWO YEARS FOR PUBLICATION IN EARLY 1979. (END OF TEXT.)
ROBINSON

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